

created and imbued with the essence of the memetic structure. Besides the actual destruction of the talismans themselves, the only practical way they could be rendered ineffective is if the symbolic system (the language) used to create the talismans became untranslatable to the consciousness under whose attention they fall.

For instance, assume an individual engineered a complex memetic structure in the present, and created an amulet to retain that structure in the form of a book written in the English language. It is entirely possible that 4000 years into the future, for whatever reason (nuclear war, asteroid impact), no human beings will exist able to translate the English language. If a particular human mind cannot accept the particular symbolic system in which a memetic structure is created, it cannot become infected by any thought viruses contained within. The thought virus would have no means by which to penetrate the mental structure.

Immunization

Humans can become immune to certain forms of thought viruses. Often a thought virus will be written in a language incomprehensible to the mind which is trying to read it. The situation is analogous to a computer/software model. The human mind is the computer, and it can only accept software written in the correct language. If a thought virus is written in a symbolic language unreadable by the mind in which it comes into contact, there can be no infection. The mind is immune to any thought viruses written in languages it cannot understand.

At the macro level, the entire conscious structure will effectively block any thought viruses not containing a readable symbolic structure. At the micro level, many thought viruses which are written in a readable symbolic language will not be accepted because of the defenses of the memetic structures already existing within a mind.

For instance, an
->any person who disagrees with me is stupid<-
memetic structure will block the opinions (opinions also serving as thought viruses themselves) of any

person who does not agree with the subject. Thus, if the
->any person who disagrees with me is stupid<-
memetic structure has created a strong enough fortress in a particular mind, that mind will be immune to any thought viruses whose memetic structures do not contain some form of agreement with the target mind. These immunization walls are not absolute. In the above example the immunization wall could be bypassed by a memetic structure which did not agree with the target, as long as it was hooked to a memetic structure which did agree with the target. For example, if the target mind was the stronghold of a

->coffee tastes good<- combined with an ->anyone who disagrees with me is stupid<-

memetic structure, this structure could be bypassed by a

->coffee does taste good most of the time<-
combined with a

->but Columbian coffee is too strong for me so I don't think it tastes good<-

memetic structure. The latter thought contagion is used as an appeasement or sacrifice to the target's defensive structure, binding to the target's immunization wall, allowing the second portion of the memetic structure to pass through unhindered.

Example of Thought Virus Creation and Transmission

An individual might wish to be known as the most apt mathematician at his workplace. In this particular example, the individual will in truth not be an apt mathematician, but this fact is fairly irrelevant to the working at hand. The individual wants to create the belief in his fellow worker's minds that he is the most talented mathematician, perhaps because in so doing he will attract all of the billing work available.

So the individual engineers a thought virus. The virus he creates is simple,

->I hold a PhD in mathematics + I earned my PhD at Harvard University + I wish to do all the billing work at the workplace<-

None of these statements possesses any objective truth, but this detail does not matter